

What is claimed is:

1. An advertising system, comprising:
a floor display;
at least one motion sensor for detecting motion;
5 a memory comprising instructions for illuminating the display; and
a controller, that is in electrical connection with the display, the
sensor and the memory and that reads the memory and activates the display in response to a
signal from the sensor.
- 10 2. The advertising system of claim 1, wherein the at least one motion
sensor senses motion proximal to the display.
3. The advertising system of claim 1, further comprising a direct
current power source that powers the controller.
- 15 4. The advertising system of claim 1, wherein the memory instructions
further comprise instructions for instructing the controller to illuminate the display in a first
pattern and a second pattern.
5. The advertising system of claim 4, wherein (i) the controller
illuminates the display according to the first pattern when the sensor does not sense motion;
and (ii) the controller illuminates the display according to the second pattern when the
sensor senses motion and sends the signal to the controller.
- 20 6. The advertising system of claim 5, wherein (i) the system further
comprises an interface switch which is coupled to the controller and which when activated
sends an interface signal to the controller; and (ii) wherein the memory instructions further
comprise instructions for illuminating the display in a third pattern.
- 25 7. The advertising system of claim 6, wherein the controller executes
the memory instructions to illuminate the display in the third pattern when the interface

switch is activated and the interface signal is sent to the controller.

8. The advertising system of claim 1, further comprising a speaker for broadcasting sounds which is in electrical communication with the controller and wherein the memory further comprises sound instructions for broadcasting a first sound.

5 9. The advertising system of claim 1, wherein the controller reads the memory sound instructions and activates the speaker to broadcast the first sound in response to a signal from the sensor.

10 10. The advertising system of claim 9, wherein the memory sound instructions further comprise instructions for broadcasting a second sound from the speaker and the controller reads the memory and activates the speaker to broadcast the second sound when the sensor does not sense motion.

11. The advertising system of claim 10, wherein (i) the system further comprises an interface switch which is coupled to the controller and which when activated sends an interface signal to the controller; and (ii) wherein the memory sound instructions
15 further comprise instructions for broadcasting the third sound from the speaker.

12. The advertising system of claim 11, wherein the controller executes the memory instructions to broadcast the third sound when the interface switch is activated and the interface signal is sent to the controller.

13. The advertising system of claim 1, further comprising an aromatic
20 unit in electrical communication with the controller and wherein the memory further comprises aromatic instructions for emitting the first aroma from the aromatic unit.

14. The advertising system of claim 13, wherein the controller reads the aromatic instructions and activates the aromatic unit to emit the first aroma in response to a signal from the sensor.

15. The advertising system of claim 14, wherein the memory aromatic instructions further comprise instructions for emitting a second aroma from the aromatic unit and the controller reads the memory and activates the aromatic unit to emit the second aroma when the sensor does not sense motion.

5 16. The advertising system of claim 15, wherein (i) the system further comprises an interface switch which is coupled to the controller and which when activated sends an interface signal to the controller; and (ii) wherein the memory aromatic instructions further comprise instructions for emitting a third aroma from the aromatic unit.

10 17. The advertising system of claim 16, wherein the controller executes the memory instructions to emit the third aroma when the interface switch is activated and the interface signal is sent to the controller.

18. The advertising system of claim 1, further comprising an input device which is in electrical communication with the controller and wherein instructions for illuminating the display can be changed by inputting instructions with the input device.

15 19. The advertising system of claim 18, wherein the input device is a wireless device.

20. An advertising system, comprising:
a display;
a motion sensor;
20 a memory comprising a first set of display instructions for illuminating the display in a first pattern and a second set of display instructions for illuminating the display in a second pattern; and
a controller comprising (i) an attract mode in which the controller communicates with the memory to execute the first set of display instructions and
25 illuminate the display in the first pattern; and (ii) an audience mode in which the controller communicates with the memory to execute the second set of display instructions and

illuminate the electroluminescent display in the second pattern in response to a signal from the motion sensor.

21. The advertising system of claim 20, wherein the at least one motion sensor senses motion in an area proximal to the display.

5 22. The advertising system of claim 20, further comprising a direct current power source that powers the controller.

23. The advertising system of claim 20, wherein the system further comprises (i) an interface switch which is coupled to the controller and which when activated sends an interface signal to the controller; and (ii) the memory further comprises a
10 third set of instructions for illuminating the display in a third pattern.

24. The advertising system of claim 23, wherein the controller further comprises a response mode in which the controller executes the third set of instructions to illuminate the display according to the third pattern when the interface switch is activated and the interface signal is sent to the controller.

15 25. The advertising system of claim 24, wherein the interface switch is a touch switch.

26. The advertising system of claim 20, further comprising a speaker for broadcasting sounds which is in electrical communication with the controller and wherein the memory further comprises a first set of sound instructions for broadcasting a first
20 sound.

27. The advertising system of claim 26, wherein the controller executes the first set of sound instructions and activates the speaker to broadcast the first sound when the controller is in the attract mode.

28. The advertising system of claim 27, wherein the memory further comprises a second set of sound instructions for broadcasting a second sound from the speaker and the controller reads the memory and activates the speaker to broadcast the second sound when the controller is in the audience mode.

5 29. The advertising system of claim 28, wherein (i) the system further comprises an interface switch which is coupled to the controller and which when activated sends an interface signal to the controller; and (ii) wherein the memory further comprise a third set of sound instructions for broadcasting a third sound from the speaker.

30. The advertising system of claim 29, wherein the controller executes
10 the third set of memory instructions to broadcast the third sound from the speaker when the controller is in the response mode.

31. The advertising system of claim 26, further comprising an aromatic
unit in electrical communication with the controller and wherein the memory further
comprises a first set of aromatic instructions for emitting a first aroma from the aromatic
15 unit.

32. The advertising system of claim 31, wherein the controller reads the first set of aromatic instructions and activates the aromatic unit to emit the first aroma when the controller is in the attract mode.

33. The advertising system of claim 32, wherein the memory further
20 comprises a second set of aromatic instructions for emitting a second aroma from the aromatic unit and the controller executes the second set of aromatic instructions and activates the aromatic unit to emit the second aroma when the controller is in the audience mode.

34. The advertising system of claim 33, wherein (i) the system further
25 comprises an interface switch which is coupled to the controller and which when activated

sends an interface signal to the controller; and (ii) wherein the memory further comprises aromatic instructions for emitting a third aroma from the aromatic unit.

35. The advertising system of claim 34, wherein the controller executes the memory instructions to emit the third aroma when the interface switch is activated and
5 the interface signal is sent to the controller.

36. The advertising system of claim 20, further comprising an input device which is in electrical communication with the controller and wherein instructions for illuminating the display can be changed by inputting instructions with the input device.

37. The advertising system of claim 36, wherein the input device is a
10 wireless device.

38. A method of advertising, comprising:
illuminating a floor display according to a first pattern;
sensing motion; and
illuminating the floor display according to a second pattern when
15 motion is sensed.

39. The method of claim 38, wherein sensing motion comprises sensing motion in an area proximal to the display.

40. The method of claim 38, further comprising sensing that the motion has stopped.

20 41. The method of claim 40, further comprising illuminating the display according to the first pattern after sensing that the motion has stopped.

42. The method of claim 38, further comprising receiving an interface signal from an interface switch.

43. The method of claim 42, further comprising illuminating the display according to a third pattern after receiving the interface signal.

44. The method of claim 38, further comprising broadcasting a first sound through a speaker.

5 45. The method of claim 44, wherein broadcasting the first sound comprises broadcasting the first sound when no motion is sensed and wherein the method further comprises broadcasting a second sound from the speaker when motion is sensed.

46. The method of claim 45, further comprising receiving an interface signal from an interface switch and broadcasting a third sound after receiver the interface
10 signal.

47. The method of claim 38, further comprising emitting a first aroma from an aromatic unit.

48. The method of claim 47, wherein emitting the first aroma comprises emitting the first aroma when no motion is sensed and wherein the method further
15 comprises emitting a second aroma from the aromatic unit when motion is sensed.

49. The method of claim 48, further comprising receiving an interface signal from an interface switch and broadcasting a third aroma after receiver the interface signal.

50. The method of claim 49, further comprising inputting instructions
20 for illuminating the display to a system that controls the illumination of the display.

51. The method of claim 50, wherein inputting instructions further comprises inputting the instructions with a wireless device.

52. A method of advertising, comprising:
illuminating a floor display according to a first pattern;
sensing motion;
illuminating the display according to a second pattern when motion
5 is sensed; and
receiving an interface signal; and
illuminating the display according to a third pattern after receiving
the interface signal.
53. The method of claim 52, wherein sensing motion comprises sensing
10 motion in an area proximal to the display.
54. The method of claim 52, further comprising sensing that the motion
has stopped.
55. The method of claim 54, further comprising illuminating the display
according to the first pattern after sensing that the motion has stopped.
- 15 56. The method of claim 52, further comprising broadcasting a first
sound through a speaker.
57. The method of claim 56, wherein broadcasting the first sound
comprises broadcasting the first sound when no motion is sensed and wherein the method
further comprises broadcasting a second sound from the speaker when motion is sensed.
- 20 58. The method of claim 57, further comprising broadcasting a third
sound after receiver the interface signal.
59. The method of claim 52, further comprising emitting a first aroma
through an aromatic unit.

60. The method of claim 59, wherein emitting the first aroma comprises emitting the first aroma when no motion is sensed and wherein the method further comprises emitting a second aroma from the aromatic unit when motion is sensed.

61. The method of claim 60, further comprising emitting a third aroma
5 after receiver the interface signal.

62. The method of claim 52, further comprising inputting instructions for illuminating the display to a system that controls the illumination of the display.

63. The method of claim 62, wherein inputting instructions further comprises inputting the instructions with a wireless device.

10 64. An system for conveying information, comprising:
a floor display;
a speaker;
at least one motion sensor;
a memory comprising instructions for illuminating the
15 electroluminescent display and for creating a sound to be broadcast by the speaker; and
a controller, that is in electrical connection with the display, the
speaker, the sensor and the memory, the controller executing the memory instructions in
response to a motion sensed signal from the sensor to illuminate a first pattern on the
electroluminescent display and to broadcast a first sound through the speaker in response to
20 the signal.

65. The system of claim 67, further comprising an aromatic unit and wherein the memory further comprises instructions for emitting an aroma from the aromatic unit and the controller activates the aromatic unit to emit an aroma from the aromatic unit.

25 66. The system of claim 68, further comprising an interface unit which is

in electrical communication with the controller and wherein the controller executes the memory instructions in response to a signal from the interface unit to illuminate a second pattern on the electroluminescent display and to broadcast a first sound through the speaker in response to the signal.

- 5 67. The system of claim 69, further comprising an input device which is electrical communication with the controller, the input device being for inputting new memory instructions which can be stored in the memory.

- 10 68. An system for advertising, comprising:
 an output device;
 at least one motion sensor;
 a memory comprising instructions for generating a first output from
the output device;
 a controller, that is in electrical connection with the output device,
the speaker, the sensor and the memory, the controller executing the memory instructions
15 in response to a motion sensed signal from the sensor to generate the output in the display;
and
 an input device for changing the memory instructions to generate a
second output from the output device.

- 20 69. The system of claim 68, wherein the output device comprises a floor decal.

70. The system of claim 68, wherein the output device comprises a speaker.

71. The system of claim 68, wherein the output device comprises an aroma generator.

- 25 72. The system of claim 68, wherein the input device comprises a touchpad.

73. The system of claim 68, wherein the input device comprises a remote device.

74. The system of claim 68, wherein the remote device is a wireless device.